




Dealer Direct  
**Marketing**

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# Results Reporting Dashboard

# Dealer Reporting





## DEALER DIRECT MARKETING

Bill Lukowski  
HARTE NISSAN

**NEED ASSISTANCE?**  
Call Program Headquarters  
800-429-6223

NATIONAL PROMOTIONS





DEALER PROMOTIONS

DEALERSHIP RESOURCE CENTER

**RESULTS REPORTING DASHBOARD**

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# WELCOME \_



**National Promotions**  
Leverage national media buys and direct customers to your dealership.

**Dealer Promotions**  
Target prospects and /or existing customers to increase sales.

**Results Reporting Dashboard**

**VIEW ALL NOW!**

**VIEW ALL NOW!**

**VIEW ALL NOW!**

This web portal is designed to assist you and your dealership with all of your marketing needs. If you have any questions, please call Program Headquarters at 800-429-6223.

For assistance with [Service and Accessory Marketing](#), visit [NNA.net.com](#) under the 'Parts & Service' section and select the Customizable Marketing Materials (CMM) link.

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# Dealer Reporting

When you click the Results Reporting Dashboard, you will be directed to the Dashboard selection screen.

The screenshot shows the Dealer Direct Marketing interface. On the left is a vertical navigation menu with the Nissan logo and 'DEALER DIRECT MARKETING' header. Below this, it lists the user 'Bill Lukowski' at 'HARTE NISSAN'. A 'NEED ASSISTANCE?' section provides contact information for Program Headquarters (800-429-6223). Further down are links for 'NATIONAL PROMOTIONS', 'DEALER PROMOTIONS', 'DEALERSHIP RESOURCE CENTER', and 'RESULTS REPORTING DASHBOARD'. The main content area features a header with 'HOME', 'CONTACT US', 'PROFILE', and 'LOGOUT' links, followed by the title 'Results Reporting Dashboard'. Below the title are three dropdown menus for 'Report\*' (set to 'Sales Match Report'), 'Program\*', and 'Audience\*'. A red 'Run Report' button is positioned below these menus.

# Dealer Reporting



Step 1: Start by selecting the desired report from the REPORT drop down.

When you select a report, a description of that report will be provided on the right.

# Dealer Reporting



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## Results Reporting Dashboard

Report\* Sales Match Report

Program\* 2009 Nissan October Tent Event

Audience\* 2009 Nissan October Tent Event

2009 Nissan FY09 Cube Launch

2009 Nissan May Tent Event

2008 Nissan Delivers

This report will provide your dealership with information regarding the sales generated as a result of your programs. These reports are posted monthly during the sales matching period and will remain on the portal for 18 months after the initial program inception.

Step 2: Next, select the desired program from the PROGRAM drop down.

The drop down will only offer the dealer programs in which they participated. Programs will remain available for 18 months from the program start date.

# Dealer Reporting



The screenshot shows the Nissan Dealer Reporting Dashboard. On the left is a sidebar with the Nissan logo, 'DEALER DIRECT MARKETING', user information for Lisa Scott at Habberstad Nissan, and links for 'NEED ASSISTANCE?' (with contact info) and 'NATIONAL PROMOTIONS'. The main content area has a navigation bar with 'HOME', 'CONTACT US', 'PROFILE', and 'LOGOUT'. Below this is the 'Results Reporting Dashboard' title. It features three dropdown menus: 'Report\*' set to 'Sales Match Report', 'Program\*' set to '2008 Nissan Delivers', and 'Audience\*' set to '2008.11\_Nissan Delivers Drop 1 & 2'. A red 'Run Report' button is positioned below the audience dropdown. To the right of these fields is a text box explaining that the report provides dealership information on sales from programs, posted monthly during the sales matching period and available for 18 months.

Step 3: Next, select the desired audience from the AUDIENCE drop down.

If there is more than one mail drop or more than one format, the reports may be broken out by audience. The drop down will only offer the dealer an audience in which they participated.

In most cases, there will be only one audience, so the selection is simple.

# Dealer Reporting



The screenshot displays the Nissan Dealer Direct Marketing Results Reporting Dashboard. On the left sidebar, the Nissan logo is at the top, followed by 'DEALER DIRECT MARKETING'. Below that, the user's name 'Lisa Scott' and dealership 'HABBERSTAD NISSAN' are listed. A 'NEED ASSISTANCE?' section provides contact information: 'Call Program Headquarters 800-429-6223'. Further down are links for 'NATIONAL PROMOTIONS', 'DEALER PROMOTIONS', 'DEALERSHIP RESOURCE CENTER', and 'RESULTS REPORTING DASHBOARD'.

The main content area features a navigation bar with 'HOME', 'CONTACT US', 'PROFILE', and 'LOGOUT'. Below this is the title 'Results Reporting Dashboard'. Three dropdown menus are visible: 'Report\*' set to 'Sales Match Report', 'Program\*' set to '2008 Nissan Delivers', and 'Audience\*' set to '2008.11\_Nissan Delivers Drop 1 & 2'. A red 'Run Report' button is highlighted with a white oval and a mouse cursor. To the right of these fields, a text block explains: 'This report will provide your dealership with information regarding the sales generated as a result of your programs. These reports are posted monthly during the sales matching period and will remain on the portal for 18 months after the initial program inception.'

Step 4: Once you have made your selections, click RUN REPORT.

# Dealer Reporting



View the reports

DEALER DIRECT MARKETING

Lisa Scott  
HABBERSTAD NISSAN

NEED ASSISTANCE?  
Call Program Headquarters  
800-429-6223

NATIONAL PROMOTIONS

DEALER PROMOTIONS

DEALERSHIP RESOURCE CENTER

HOME CONTACT US PROFILE LOGOUT

### Results Reporting Dashboard

Report\* Sales Match Report

Program\* 2009 Nissan October Tent Event

Audience\* 2009.10\_Nissan October Tent Event

Run Report

This report will provide your dealership with information regarding the sales generated as a result of your programs. These reports are posted monthly during the sales match period and will remain on the portal for 18 months after the initial program inception.

1 of 8 100% Find | Next Select a format Export

#### Sales Match for Dealer 1889- HABBERSTAD NISSAN

2009.10\_Nissan October Tent Event

Program In-Home Date: 10/7/2009

Dealer 1889- HABBERSTAD NISSAN
Dealer
2009 Nissan October Tent Event
10/7/2009 - 12/31/2009
5747
117

Window Scroll Bar

Report Scroll Bar

Slide the Report scroll bar to reveal more of the report. You may need to slide your Window scroll bar to reveal more of the window.

If there is more than 1 page, these buttons will be activated. Click on them to page through the report.





# Dealer Reporting

Export the reports

The screenshot shows the 'Results Reporting Dashboard' for Dealer 1889 - HABBERSTAD NISSAN. The report selected is 'Sales Match Report' for the '2009 Nissan October Tent Event' audience. The 'Run Report' button is visible. A dropdown menu for 'Select a format' is open, showing options: XML file with report data, CSV (comma delimited), TIFF file, Acrobat (PDF) file, Web archive, and Excel. The 'Export' button is highlighted with a yellow starburst. A 'File Download' dialog box is open, asking 'Do you want to open or save this file?' with fields for Name (SalesMatch.pdf), Type (Adobe Acrobat Document), and From (nddm.stage.nnet.com). The 'Open' button is highlighted with a yellow starburst. A green speech bubble points to the 'Open' button with the text: 'If you selected PDF, you will receive this message. Click OPEN or SAVE.'

If you wish to export the report, select the Format from the drop down and the then click EXPORT.

We recommend Acrobat (PDF) file.

**File Download**

Do you want to open or save this file?

Name: SalesMatch.pdf  
Type: Adobe Acrobat Document  
From: nddm.stage.nnet.com

Open Save Cancel

While files from the Internet can be useful, some files can potentially harm your computer. If you do not trust the source, do not open or save this file. [What's the risk?](#)

If you selected PDF, you will receive this message. Click OPEN or SAVE.



# Dealer Reporting

Print or Save the reports

Once you have the PDF open, you may print or save the report.

## Print

SalesMatch[1].pdf - Adobe Reader

File Edit View Document Tools Window Help

1 / 12 60.7%

Sales Match for Dealer 1889- HABBERSTAD NISSAN

2009.10\_Nissan October Tent Event

Program In-Home Date: 10/7/2009

**Program Summary**

Organization: Dealer 1889- HABBERSTAD NISSAN

Type: Dealer

Program Name: 2009 Nissan October Tent Event

Response Dates: 10/7/2009 - 12/31/2009

List Count: 5747

Sales: 117

Conversion %: 2.04 %

Conversion Rate for Your District: 2.04 %

Conversion Rate for Your Region: 0.79 %

**List Performance**

List	List Count	Sales From		Total Sales	Conversion Rate
		My List	Another's List		
Owners	5747	115	2	117	2.04 %
Total	5747	115	2	117	2.04 %

**Weekly Performance**

Week	Week Dates	Sales
1	10/07/2009 to 10/11/2009	2
2	10/12/2009 to 10/18/2009	19
3	10/19/2009 to 10/25/2009	4
4	10/26/2009 to 11/01/2009	5
5	11/02/2009 to 11/08/2009	11
6	11/09/2009 to 11/15/2009	5
7	11/16/2009 to 11/22/2009	8

2/8/2010 Page 1 of 12

## Save

SalesMatch[1].pdf - Adobe Reader

File Edit View Document Tools Window Help

Open... Ctrl+O

Create Adobe PDF Online...

Start Meeting...

Save a Copy... Shift+Ctrl+S

Save as Text...

Attach to Email...

Close Ctrl+W

Properties... Ctrl+D

Digital Editions

Print Setup... Shift+Ctrl+P

Print... Ctrl+P

1 C:\...\SalesMatch[1].pdf

2 C:\...\SalesMatch[1].pdf

3 C:\...\PO 7400035720 Nis...MM Amendment 3.PDF

4 C:\...\2010\_02\_nissan\_je...plainfield (2).pdf

5 C:\...\selfmailer\_gift\_9\_15\_09.pdf

Exit Ctrl+Q

**List Performance**

List	List Count	Sales From		Total Sales	Conversion Rate
		My List	Another's List		
Owners	5747	115	2	117	2.04 %
Total	5747	115	2	117	2.04 %

**Weekly Performance**

Week	Week Dates	Sales
1	10/07/2009 to 10/11/2009	2
2	10/12/2009 to 10/18/2009	19
3	10/19/2009 to 10/25/2009	4
4	10/26/2009 to 11/01/2009	5
5	11/02/2009 to 11/08/2009	11
6	11/09/2009 to 11/15/2009	5
7	11/16/2009 to 11/22/2009	8

2/8/2010 Page 1 of 12



# Sales Match Reports

The Program Summary provides an overview and performance metrics.

Quantity of customer communications, i.e. mailers, emails, or phone calls

Sales ÷ List Count for your store

This figure represents the average conversion rate for all participating dealers in your region.

**Sales Match for Dealer 1889- HABBERSTAD NISSAN**

2009.05\_National Tent Event  
Program In-Home Date: 5/18/2009

**Program Summary**

Organization: Dealer 1889- HABBERSTAD NISSAN  
Type: National  
Program Name: 2009 Nissan May Tent Event  
Response Dates: 5/18/2009 - 8/31/2009  
List Count: 5750  
Sales: 26  
Conversion %: 0.45 %  
Conversion Rate for Your District: 0.48 %  
Conversion Rate for Your Region: 0.46 %

**List Performance**

List	List Count	Sales Won		Total Sales	Conversion Rate
		From My List	From Another's List		
External Generic	2875	13	0	13	0.45 %
Owners	1917	5	2	7	0.37 %
Handraisers	958	6	0	6	0.63 %
<b>Total</b>	<b>5750</b>	<b>24</b>	<b>2</b>	<b>26</b>	<b>0.45 %</b>

**Weekly Performance**

Week	Week Dates	Sales
1	05/18/2009 to 05/24/2009	5
2	05/25/2009 to 05/31/2009	3
3	06/01/2009 to 06/07/2009	2
4	06/08/2009 to 06/14/2009	2
5	06/15/2009 to 06/21/2009	0

2/8/2010 Page 1 of 4

Type: Corresponds to Program Category, i.e. National Promotion or Dealer Promotion

Response Dates: Offer period. Typically, begins on the first date a communication reaches customers.

This figure represents the average conversion rate for all participating dealers in your District.



# Sales Match Reports

The List Performance provides statistics broken out by list category.

Each of the list categories ordered for the program will be broken out and displayed here.

List Count: Quantity of each list category

Sales From My List: Your store's sales to customers who received the program communication from your store

Sales Won from Another's List: Your store's sales gained from customers who received the program communication from another Dealer.

**Sales Match for Dealer 1889- HABBERSTAD NISSAN**

2009.05\_National Tent Event  
Program In-Home Date: 5/18/2009

**Program Summary**

Organization:  
Type:  
Region Name:

Conversion %  
Conversion Rate for Your District: 0.48 %  
Conversion Rate for Your Region: 0.46 %

**List Performance**

List	List Count	Sales Won		Total Sales	Conversion Rate
		From My List	From Another's List		
External Generic	2875	13	0	13	0.45 %
Owners	1917	5	2	7	0.37 %
Handraisers	958	6	0	6	0.63 %
<b>Total</b>	<b>5750</b>	<b>24</b>	<b>2</b>	<b>26</b>	<b>0.45 %</b>

**Weekly Performance**

Week	Week Dates	Sales
1	05/18/2009 to 05/24/2009	5
2	05/25/2009 to 05/31/2009	3
3	06/01/2009 to 06/07/2009	2
4	06/08/2009 to 06/14/2009	2
5	06/15/2009 to 06/21/2009	0

2/8/2010 Page 1 of 4



# Sales Match Reports

The Weekly Performance provides sales broken out by reporting week.

**Sales Match for Dealer 1889- HABBERSTAD NISSAN**

2009.05\_National Tent Event  
 Program In-Home Date: 5/18/2009

**Program Summary**

Organization: Dealer 1889- HABBERSTAD NISSAN  
 Type: National  
 Program Name: 2009 Nissan May Tent Event  
 Response Dates: 5/18/2009 - 8/31/2009  
 List Count: 5750  
 Sales: 26  
 Conversion %: 0.45 %  
 Conversion Rate for Your District: 0.48 %  
 Conversion Rate for Your Region: 0.46 %

**List Performance**

List	List Count	Sales Won		Total Sales	Conversion Rate
		From My List	From Another's List		
External Generic	2875	13	0	13	0.45 %
Owners	1917	5	2	7	0.37 %
Handraisers	958	6	0	6	0.63 %
<b>Total</b>	<b>5750</b>	<b>24</b>	<b>2</b>	<b>26</b>	<b>0.45 %</b>

**Weekly Performance**

Week	Week Dates	Sales
1	05/18/2009 to 05/24/2009	5
2	05/25/2009 to 05/31/2009	3
3	06/01/2009 to 06/07/2009	2
4	06/08/2009 to 06/14/2009	2
5	06/15/2009 to 06/21/2009	0

2/8/2010 Page 1 of 4

The first week may be a partial week depending on the program start date.

Weeks run Sunday - Saturday.



# Sales Match Reports

The Customer section provides information about each sold customer.

6	06/22/2009	to	06/28/2009	2
7	06/29/2009	to	07/05/2009	2
8	07/06/2009	to	07/12/2009	3
9	07/13/2009	to	07/19/2009	1
10	07/20/2009	to	07/26/2009	2
11	07/27/2009	to	08/02/2009	1
12	08/03/2009	to	08/09/2009	0
13	08/10/2009	to	08/16/2009	1
14	08/17/2009	to	08/23/2009	0
15	08/24/2009	to	08/30/2009	1
16	08/31/2009	to	08/31/2009	1
<b>Total</b>				<b>26</b>

<b>Customers</b>			
<b>Name/Address/Phone</b>	<b>Vehicle Type/Purchase Type</b>	<b>Purchase VIN</b>	<b>Purchase Date</b>
CARUSO, THOMAS 27 GREENTREE CT NORTHPORT, NY 11768	2009 Nissan Altima New	1N4AL21E89N490789	05/20/2009
Miller, Stan 49 CORNFLOWER LN EAST NORTHPORT, NY 11731	2009 Nissan Maxima New	1N4AA51E89C849643	05/21/2009
MATZA, MATTHEW 34 ESMOND AVE MELVILLE, NY 11747	2009 Nissan Altima Coupe New	1N4AL24EX9C152897	05/23/2009
DALUZ, ROSARIO 11 PRESIDENT ST HUNTINGTN STA, NY 11746 (631) 425-8166	2009 Nissan Pathfinder New	5N1AR18B39C613727	05/23/2009
MADENBERG, STEVEN 214 NORWOOD AVE NORTHPORT, NY 11768	2009 Nissan Rogue New	JN8AS58V79W170804	05/23/2009
JABLON, MICHEAL 119 MADEIRA BLVD MELVILLE, NY 11747 (631) 927-2000	2009 Nissan Altima New	1N4AL21E39N502640	05/29/2009
ARGUETA, CARLOS 114 WICKS RD COMMACK, NY 11725 (616) 538-8844	2009 Nissan Xterra New	5N1AN08W89C511476	05/30/2009

The customer's information including phone number, if available.

This will indicate if the sold vehicle is New, Used or Certified Pre-Owned.



# Lead Reports

Currently, the Lead Report is only for the Fast Track Trade-In program.

**Lead Report for Dealer 3991- NISSAN SOUTH**  
2009.11\_Fast Track Trade-In - 3991 - (11/27/2009 - 12/30/2009)  
Program In-Home Date: 11/27/2009

**Program Summary**

Organization: Dealer 3991- NISSAN SOUTH  
Type: Dealer  
Program Name: 2009 Nissan Fast Track Trade-In  
Response Dates: 11/27/2009 - 12/30/2009  
List Count: 5208  
Leads: 23  
Response %: 0.44 %

**List Performance**

List	List Count	Total Leads	Response Rate
Handraiser	1208	13	1.08 %
Owners	4000	10	0.25 %
Total	5208	23	0.44 %

**Weekly Performance**

Week	Week Dates	Leads
1	11/27/2009 to 11/29/2009	10
2	11/30/2009 to 12/06/2009	9
3	12/07/2009 to 12/13/2009	2
4	12/14/2009 to 12/20/2009	2
5	12/21/2009 to 12/27/2009	0
6	12/28/2009 to 12/30/2009	0
Total		23

**Customers**

Name/Address/Phone	Model of Interest	Expected Purchase Timing	Response Date
BHATT, AKSHAYA 5915 TRAMMELL RD APT DD2 MORROW, GA 30260 (878) 471-5195	Altima, Sentra, Versa, Z	Immediately	11/30/09 11:03:44 AM
TAYLOR, DONNA 7900 DEVONSHIRE DR JONESBORO, GA 30238 (878) 571-6565	Murano	Immediately	12/02/09 10:03:31 PM

2/8/2010 6:13:57 PM Page 1 of 3

**Annotations:**

- Quantity of customers mailed. (points to List Count)
- Leads: # of customers who have visited the TradeinAdvantage.com consumer website. (points to Leads)
- Responses ÷ List Count for your store (points to Response %)
- Each of the list categories ordered for the program will be broken out and displayed here. (points to List Performance table)
- This will indicate if the Leads information and the info they provided on the site. (points to Customers table)
- Type: Corresponds to Program Category, i.e. National Promotion or Dealer Promotion (points to Type: Dealer)
- Response Dates: Offer period. Begins on the first date a communication reaches customers and ends at the offer expiration date. (points to Response Dates)
- The first week may be a partial week depending on the program start date. (points to Week 1)
- Response Date: The day and time the customer went to the website. (points to Response Date in Customers table)